

AUG 23 2004

OFFICIAL

## CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence, totaling 7 pages including recited attachments, is being facsimile transmitted to the United States Patent and Trademark Office at facsimile no.: 703-872-9308 (Central number) on the below date:

Date: August 23, 2004

Name: John G. Rauch

Signature:

BRINKS  
HOFER  
GILSON  
& LIONE

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Darren J. Davis et al.

Appln. No.: 09/911,674

Filed: July 24, 2001

For: SYSTEM AND METHOD FOR  
INFLUENCING A POSITION ON A SEARCH  
RESULT LIST GENERATED BY A  
COMPUTER NETWORK SEARCH ENGINE

Examiner: Nguyen, Cuong

Art Unit: 3625

Attorney Docket No: 9623/334

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450  
Sir:

## TRANSMITTAL

## Attached is/are:

- ☒ Response to Restriction Requirement  
☐ Return Receipt Postcard

## Fee calculation:

- ☒ No additional fee is required.  
☐ Small Entity.  
☐ An extension fee in an amount of \$\_\_\_\_\_ for a \_\_\_\_\_-month extension of time under 37 C.F.R. § 1.136(a).  
☐ A petition or processing fee in an amount of \$\_\_\_\_\_ under 37 C.F.R. § 1.17(\_\_\_\_).  
☐ An additional filing fee has been calculated as shown below:

|   |                                     |       |                                    |                  | Small Entity |           |    | Not a Small Entity |           |
|---|-------------------------------------|-------|------------------------------------|------------------|--------------|-----------|----|--------------------|-----------|
|   | Claims Remaining<br>After Amendment |       | Highest No.<br>Previously Paid For | Present<br>Extra | Rate         | Add'l Fee | or | Rate               | Add'l Fee |
| Total                                     | 20                                  | Minus | 67                                 | 0                | x \$9=       |           |    | x \$18=            | 0         |
| Indep.                                    | 2                                   | Minus | 9                                  | 0                | x \$43=      |           |    | x \$86=            | 0         |
| First Presentation of Multiple Dep. Claim |                                     |       |                                    |                  | +\$145=      |           |    | +\$290=            |           |
| Total                                     |                                     |       |                                    |                  | \$           |           |    | Total              |           |
|   |                                     |       |                                    |                  |              |           |    | \$0                |           |

## Fee payment:

- ☐ A check in the amount of \$\_\_\_\_\_ to cover the above-identified fee(s) is enclosed.  
☐ Please charge Deposit Account No. 23-1925 in the amount of \$\_\_\_\_\_. A copy of this Transmittal is enclosed for this purpose.  
☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

Date

8/23/2004

John G. Rauch (Reg. No. 37,218)

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I hereby certify that this correspondence, totaling 7 pages including recited attachments, is being facsimile transmitted to the United States Patent and Trademark Office at facsimile no.: 703-872-9306 (Central number) on the below date:

Date: August 23, 2004

Name: John G. Baych

Signature: 

Our Case No. 9623/334

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Darren J. Davis et al.

Serial No. 09/911,674

Filing Date: July 24, 2001

For SYSTEM AND METHOD FOR  
INFLUENCING A POSITION ON A  
SEARCH RESULT LIST  
GENERATED BY A COMPUTER  
NETWORK SEARCH ENGINE

Examiner: Nguyen, Cuong H.

Group Art Unit No. 3625

## AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated May 21, 2004, please amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 6 of this paper.